



**NATIONAL
FOSTER CARE
MONTH 2022**



OUTREACH TOOLKIT

Communication Tools to Spread the Word
#FosterCareMonth



National Foster Care Month (NFCM) is an initiative of the Children's Bureau that seeks to increase national awareness of foster care issues. Each May, we take time to recognize the important role that people from all parts of child welfare play in supporting children, youth, and families. This year, join us as we raise awareness about this year's theme: "Relative and Kin Connections: Keeping Families Strong."

childwelfare.gov/fostercaremonth

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Introduction

ABOUT THIS TOOLKIT

The Children's Bureau and its partner, Child Welfare Information Gateway, are pleased to offer this year's outreach toolkit to help you plan your local campaign for NFCM in May. In this toolkit, you will find a suggested timeline for campaign activities, key facts and statistics to include in your messaging, sample social media posts for easy sharing, cover photos for your social media pages, themed graphics, GIFS, and more. Visit the [NFCM website](#) to learn more about this year's theme and find resources for year-round support.

WHY WE NEED YOUR SUPPORT

The success of NFCM depends on your efforts to engage your community and raise awareness about the need to invest in the lives of children and youth in foster care.

This year, we are paying increased attention to the important role that relative and kin caregivers play in the child welfare system and the positive impact these relationships can have on maintaining family and cultural ties for children and youth in foster care. The term "kin" encompasses both relatives (those related by blood or marriage) and fictive kin (those who are unrelated but have such a close emotional relationship that they are considered like family to children and youth).

Every step you take to help spread the word can make a difference. Start planning now!

Educating your community and colleagues on the ways kinship care can improve the lives of children and families in need of support is one thing everyone can do.

Stay connected to the campaign by [subscribing](#) to email updates and check out what other communities are doing to [raise awareness](#) in honor of NFCM 2022.

If you have any questions, please contact us at NFCM@childwelfare.gov.

Thank you for helping to disseminate resources that aim to strengthen the capabilities of the thousands of caregivers opening their hearts and homes to provide stability for children and youth.

Getting Started: Timeline

Mark your calendar!

Consider the following timeline to schedule your planned actions for NFCM and find tools to help with each idea in this outreach toolkit.

March/
April

Visit the [NFCM website](#) to explore the new and updated resources and information to help you plan your community outreach. Consider working with your local government to issue a [Foster Care Month proclamation](#) or plan a local event.

May 1

Today marks the start of NFCM. Update your social media cover images with our [NFCM banners](#) and [publish a post announcing the first day of NFCM](#).

May,
Week 1

Help your community understand what kinship care is—with a [GIF](#)! Spread the message that kinship care isn't limited to relatives—anyone trusted as a meaningful connection in a child's life can step up and be a caregiver, and there are supports in place to help them.

May,
Week 2

Choose from our series of [graphics](#) featuring powerful messages on the importance of kinship care and its benefits. Share these graphics on your social media accounts, in your meetings, on your website, or any other channel of communication with your networks. Browse our [sample social media posts](#) to pair with the graphics and help keep the conversation going!

May,
Week 3

Send an email to your mailing list to support NFCM. Use our [sample messages](#) or modify them to suit your audience. Ask them to follow the conversation and help spread the word by following the #FosterCareMonth hashtag on social media.

May,
Week 4

Inspire your colleagues and community to prioritize kinship care connections. Share the [infographic](#) on ways to keep families strong through kinship care.

Don't stop spreading the word—use the GIFs and other resources throughout the year!

Key Facts and Statistics

Include these key points in your messaging to demonstrate the important role relative and kin caregivers play in supporting family connections that are essential to a child's health and well-being.

There are over [407,000 children and youth in foster care](#), and 34 percent were placed with relatives.

[The term kin](#) encompasses both relatives (those related by blood or marriage) and fictive kin (those who are unrelated but have such a close emotional relationship that they are considered like family to children and youth).

When children cannot remain safely in their home, [placement with kin](#)—both formally through the child welfare system and informally through family arrangements—can increase stability, reduce trauma, and help children maintain a sense of family, belonging, and identity.

Investing in culturally appropriate [services and supports](#) for kin caregivers may help reinforce a child's cultural identity and traditions.

The [inclusion of kin and extended family members in case planning](#) expands placement and permanency options for children and youth when in-home care is not feasible.

Millions of children and youth live with relatives outside of the formal child welfare system. [Kinship navigator programs](#) can provide critical supports for relative caregivers, including connections to resources and benefits, financial and legal assistance, peer support, and more.

[Relational permanency](#) is fundamental to the well-being of children and youth. Maintaining relationships with kin can help provide a sense of belonging for young people in care.

Social Media

Promote [NFCM](#) by using your social networks to help raise awareness about the ways the child welfare system can acknowledge the important role kin caregivers play in meeting the needs of children and youth in foster care.

Connect your followers and friends to the NFCM campaign by using the hashtag #FosterCareMonth. Follow Child Welfare Information Gateway and the Children's Bureau for easy-to-share NFCM posts.

TWITTER: [@childwelfaregov](#)

FACEBOOK:

www.facebook.com/childwelfare

www.facebook.com/childrensbureau

SAMPLE SOCIAL MEDIA POSTS

The following are sample social media posts to help you spread the word.

Help raise awareness during National Foster Care Month. Follow @childwelfaregov and #NationalFosterCareMonth to share resources and tools that support partnering with relatives and kin to strengthen families. #NFCM2022 <https://www.childwelfare.gov/fostercaremonth/>

Kinship care in its various forms has become increasingly important in meeting the needs of children involved in the child welfare system. This #NationalFosterCareMonth, learn about the value of partnering with relatives and kin. <https://www.childwelfare.gov/fostercaremonth/>

When children cannot remain safely with their parents, kinship care can minimize the trauma of family separation, and it helps maintain meaningful connections and cultural traditions. <https://www.childwelfare.gov/fostercaremonth/>

Take time to listen to and learn from kin caregivers and families. Hear how kinship care helps maintain family connections and cultural traditions that can minimize the trauma of family separation. #NationalFosterCareMonth <https://www.childwelfare.gov/fostercaremonth/>

<p>How can you support kinship care placements? Follow @childwelfaregov and #NationalFosterCareMonth to find resources and tools that support partnering with relatives and kin to strengthen families. https://www.childwelfare.gov/fostercaremonth/</p>	<p>May is National Foster Care Month. Learn more about how relative and kin connections keep families strong when they need support. #NationalFosterCareMonth. https://www.childwelfare.gov/fostercaremonth/</p>
<p>Keep youth connected to their families. This #NationalFosterCareMonth learn how partnering with relatives and kin caregivers can uniquely support cultural identity and community ties for youth. https://www.childwelfare.gov/fostercaremonth/</p>	<p>There are more than 407,000 children in foster care. Placing children and youth with kin caregivers can uniquely support reunification and can often help minimize trauma. #NationalFosterCareMonth https://www.childwelfare.gov/fostercaremonth/</p>
<p>Foster care can feel a little more like home if we prioritize relative and kin connections. Learn more about kinship care and how it can make a difference in supporting children and families. #NationalFosterCareMonth https://www.childwelfare.gov/fostercaremonth/</p>	<p>When children cannot stay safely in their homes, kinship care minimizes trauma and helps maintain family connections and cultural traditions. Learn more. #NationalFosterCareMonth https://www.childwelfare.gov/fostercaremonth/</p>
<p>Las capacitaciones, servicios y apoyos culturalmente apropiados para los parientes a cargo de un niño pueden mejorar la estabilidad de la colocación y los resultados de permanencia para los niños y las familias. Aprende más (en inglés). #FosterCareMonth https://www.childwelfare.gov/fostercaremonth/resources/</p>	<p>Los proveedores de cuidado a cargo de un pariente juegan un papel importante en el equipo que trabaja para lograr la permanencia para los niños y jóvenes en cuidado de crianza. Aprende cómo puedes apoyar a los parientes a cargo de un niño en el sitio web del Mes Nacional del Cuidado de Crianza (en inglés). #FosterCareMonth https://www.childwelfare.gov/fostercaremonth/</p>
<p>¡Mayo es el Mes Nacional del Cuidado de Crianza! Únete a nosotros para ayudar a transformar el sistema de bienestar de menores en uno que realmente apoye a las familias (en inglés). #FosterCareMonth https://www.childwelfare.gov/fostercaremonth/</p>	

Graphics

Grab attention with these free NFCM graphics!

Grab attention with these free NFCM graphics. Add them to your social media pages, websites, blogs, newsletters, emails, and other print or digital communications. To download them, right-click on the graphic and select "Save Picture As" or download it from the [website](#).

GIFS



[GIF 1](#)



[GIF 2](#)

COVER PHOTOS



[Facebook Cover Photo](#) | [Twitter Cover Photo](#)

THEMED GRAPHICS



May is National Foster Care Month

Relative and Kin Connections:
Keeping Families Strong

childwelfare.gov/fostercaremonth

 **Children's Bureau**  **Child Welfare Information Gateway**

[Rectangle](#) | [Square](#)



Kinship Care: Tips to Keep Families Strong

- Consider kin and relative care early, often, and continuously.
- Identify connections – not just placements – to help youth maintain a sense of belonging.
- Prioritize authentic partnerships between relatives and birth parents.
- Invest in culturally appropriate services to support kin who may be options.

National Foster Care Month
childwelfare.gov/fostercaremonth

 **Children's Bureau**  **Child Welfare Information Gateway**

[Rectangle](#)



Kinship care helps to maintain family connections and cultural traditions.

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 **Children's Bureau**  **Child Welfare Information Gateway**

[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)

Email Signatures

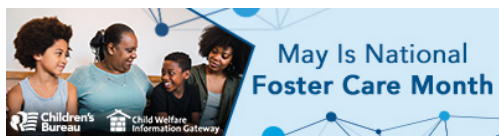
Add a NFCM signature block to every email you send to help raise awareness!

Select from the following sample signatures—and one of the graphics below—and insert them into your email signature:

- May is National Foster Care Month! [Spread the word!](#)
- Relative and Kin Connections Keep Families Strong. [Learn more.](#)
- Young people have the right to maintain important relationships with family. [Learn more.](#)
- Partner with relatives and kin to strengthen families.
childwelfare.gov/fostercaremonth/

To add a graphic to your email signature, right-click on it and select "Save Picture As." Or access the image from the [website](#) to copy and paste it directly into your signature block.

Examples



Partner with relatives and kin to strengthen families.
childwelfare.gov/fostercaremonth/

May Is National Foster Care Month

childwelfare.gov/fostercaremonth

Relative and Kin Connections Keep Families Strong. [Learn more.](#)

Sample Messages

Share these sample messages with colleagues, media contacts, policymakers, families, and other contacts interested in foster care to help raise awareness about the importance of engaging relatives and kin. You can modify the content to fit your newsletters, websites, press releases, talking points, or other products.

MESSAGE #1

Subject: Relative and Kin Connections Keep Families Strong – May is National Foster Care Month!

There are [over 407,000 children and youth in foster care](#) across the country, and 34 percent were placed with relatives.

Kinship care, in its various forms, is important in meeting the needs of children involved in the child welfare system.

This year, [National Foster Care Month](#) focuses on how relative and kin connections keep families strong. When children cannot remain safely with their parents, we should prioritize placements with kin. Kinship care helps maintain family connections and cultural traditions that can minimize the trauma of family separation.

Take time this month to raise awareness on how prioritizing kinship care, identifying connections rather than just placement options, and maintaining community ties makes a difference in the lives of children and youth and can and shift the foster care system to one that truly supports families.

Visit and bookmark the National Foster Care Month website today at <https://www.childwelfare.gov/fostercaremonth>.

MESSAGE #2

Subject: Spread the word! May is National Foster Care Month.

This year, National Foster Care Month is committed to highlighting the importance of relative and kinship care placements to maintain family and cultural connections.

Acknowledging the unique role kinship caregivers play in working to achieve reunification for children and youth in foster care is a key factor in moving the system toward one that truly supports families.

The [National Foster Care Month website](#) has free tools and resources to help inform others and spread the word. Here are some ways you can use these tools and resources:

- Share [inspiring stories](#) to highlight the importance of prioritizing relative and kin placements for children and youth in foster care.
- Help educate the public by sharing the information and resources. Use the hashtag #FosterCareMonth to help [spread the word](#)!
- [Learn how](#) child welfare agencies from across the country are working to change their culture and practice to ensure foster care is a support to families.
- Use [graphics](#) and [key facts and statistics](#) to help raise awareness throughout the month of May.

You can stay connected to the conversation by using the hashtag #FosterCareMonth and follow Child Welfare Information Gateway on [Facebook](#) and [Twitter](#) to see regular updates!

STAY CONNECTED

Recognizing National Foster Care Month is an important part of keeping the needs of children and youth in foster care in the minds of the public.

Follow us on social media to find out about new resources, and check out our free [subscription](#) for year-round information.

TWITTER: [@childwelfaregov](#)

FACEBOOK: www.facebook.com/childwelfare
www.facebook.com/childrensbureau

If you have a few minutes, please help us improve next year's campaign.

TAKE THE SURVEY!



U.S. Department of Health and Human Services
Administration for Children and Families
Administration on Children, Youth and Families
Children's Bureau

